

Manual for Project Directors



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I. The Governor's Highway Safety Program

A. History

When Congress passed the Highway Safety Act of 1966, the Act provided that:

- Each state shall have a highway safety program approved by the US Secretary of Transportation designed to reduce traffic crashes, and the resulting deaths, injuries and property damage.
- Each state's program shall be in accordance with highway safety standards promulgated by the US Secretary of Transportation.
- At least 40 percent of the federal funds apportioned to the state must be expended to benefit local highway safety activities.
- The Governor shall be responsible for the administration of the program through a state agency, which has adequate powers and is suitably equipped and organized to carry out the program.

In 1967, the North Carolina General Assembly enacted legislation which empowered the Governor to contract with the US Department of Transportation for the purpose of securing funding available through the Highway Safety Act of 1966, Section 402. The Governor then delegated this responsibility to the Director of the Governor's Highway Safety Program (GHSP), who also held the title of the Governor's Representative for Highway Safety.

In 1975, the General Assembly gave the responsibility for the Highway Safety Program to the Secretary of Transportation:

CHAPTER 143B Article 8 – Department of Transportation Part 8 – Highway Safety Program

§143B-360. Powers and Duties of Department and Secretary.

The Department of Transportation is hereby empowered to contract in behalf of the State with the government of the United States to the extent allowed by the laws of North Carolina for the purpose of securing the benefits available to this State under the Federal Highway Safety Act of 1966. To that end, the Secretary of Transportation shall coordinate, with the Governor's approval, the activities of any and all departments and agencies of the State and its subdivisions relating thereto.

B. Organization

The GHSP is currently staffed with nine professionals and three support personnel. There are three primary units:

- Planning, Programs and Evaluation
- Finance
- Public Information and Education

C. Mission Statement

The mission of the Governor's Highway Safety Program is to plan and execute a comprehensive highway safety program for North Carolina in order to reduce the number and severity of crashes and the resulting fatalities and injuries on the State's roadways utilizing present and potential resources available on the local, state and national levels. This mission is supported by six major goals.

D. Goals

1. To reduce the number of serious injuries and fatalities on the State's roadways through the efficient use of both public and private highway safety resources at the local, state and national levels.
2. To develop and implement a strategic Highway Safety Plan (HSP) that identifies problems and appropriate countermeasures in the nine national priority program areas:
 - Alcohol and Other Drug Countermeasures
 - Police Traffic Services
 - Occupant Protection
 - Traffic Records
 - Emergency Medical Services
 - Motorcycle Safety
 - Pedestrian and Bicycle Safety
 - Speed Control
 - Roadside Safety
3. To develop, cultivate, implement, and evaluate innovative highway safety countermeasures.
4. To increase public awareness of highway safety issues and the impact it has on North Carolina.
5. To provide technical assistance, including training, to communities, state agencies, key practitioners, and the private sector.
6. To improve the effectiveness of the Governor's Highway Safety Program and its ability to respond to new and evolving highway safety issues.

E. Highway Safety Specialists

The GHSP currently has four Highway Safety Specialists assigned to geographical areas of the state. Every project has an assigned Highway Safety Specialist. It is crucial that the Project Director and the Highway Safety Specialist maintain a close working relationship. The Highway Safety Specialist is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Feel free to call your Highway Safety Specialist with any questions or problems. If they are unable to help, they will put you in touch with someone who can.

II. The Highway Safety Grant Process

A. Problem Identification

The GHSP conducts problem identification on the basis of data available from the Division of Motor Vehicles, the Traffic Safety Systems Management Unit of the North Carolina Department of Transportation, and the Highway Safety Research Center at the University of North Carolina at Chapel Hill. This information is supplemented by data from other state and local agencies and used for the purpose of analyzing the overall statewide problem and for conducting detailed analyses of particular problems. Federal mandates and the eight national priority program emphasis areas also influence problem identification.

B. Traffic Safety Project Proposals

All Traffic Safety Project Proposals (TSPP) are due to the GHSP by March 31st of each year. Form GHSP-01, TSPPs, must be completed to propose a project that requires personnel funding. Form GHSP-05; Highway Safety Equipment TSPP must be completed to propose a project that requests highway safety equipment only.

TSPPs are reviewed and evaluated by the GHSP staff. Each TSPP is evaluated for its possible influence on the identified problem areas. If a TSPP is approved, the applicant agency is requested to submit a contract.

C. Project Contracts

Upon receipt, all project contracts are reviewed by the assigned Highway Safety Specialist to assure that the contract is correctly completed, consistent with the approved concept statement, and that the goals, objectives and tasks are attainable. If approved, the contract is signed and returned to the applicant agency with an approval letter.

D. The Highway Safety Plan

The Highway Safety Plan is a compilation of all the approved highway safety projects with a short description of select projects and how they address the identified problems. The GHSP Planning, Programs and Evaluation staff drafts the Highway Safety Plan on the basis of the problems identified and the various proposed projects. The Plan is submitted to the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) for review. It is also sent to the Governor and to the NCDOT Secretary. After review, the Highway Safety Plan is implemented on October 1 and is in effect through September 30 of the following year.

III. Highway Safety Funding Guidelines

A. General Guidelines

1. **100% Highway Safety Only** - Funding can only be used for highway safety purposes.
2. **Necessary, Reasonable, and Allocable** - All funding must meet all three criteria.
 - a. **Necessary** - Funding must be necessary to the project and to meet project goals and objectives. It must be based on what is needed, not wanted.
 - b. **Reasonable** - Funding must be reasonable in its nature and customary in amount.
 - c. **Allocable** - Funding must be allocable to one of the nine funding areas and allocable to what is approved in the contract.
3. **"Seed Money"** - This is "seed money" to get projects started. The agency is expected to continue the project after the funding stops.
4. **Funding Amounts** - The approved funding amounts in the contract are maximum estimated funds, and should be based on research to find the best possible price for the items included. **This is not a block grant or an entitlement grant.**
5. **Reimbursement Based Funding** - All funding is on a reimbursement basis only. The GHSP cannot prepay or "front" funds.
6. **Common Rule** - Allows States and grantees to use their own procedures for financial management, equipment, and procurement management.
7. **Supplanting** - Includes:
 - a. Replacing routine and/or existing State or local expenditures with the use of Federal grant funds and/or;
 - b. Using Federal grant funds for costs of activities that constitute general expenses required to carry out the overall responsibilities of State, local, or Federally-recognized Indian tribal governments
8. **Forms**
 - a. **Instructions** - All forms come with instructions. Read them and use them. If you still have questions, contact your Highway Safety Specialist.
 - b. **Submission of Forms**
 - (i) **Forms Requiring Original Signatures** - Contractual forms and forms requiring an affidavit signature must be mailed or hand-delivered. Those forms include:
 - Form GHSP-02 – Highway Safety Project Contract
 - Form GHSP-02-A – Local Governmental Resolution
 - Form GHSP-08 / GHSP-08-A / GHSP-08-B – Request for Reimbursement
 - Form GHSP-11 – Monthly Enforcement Data Report
 - (ii) **Forms Not Requiring Original Signatures** - Forms that do not pertain directly to the contract or do not require an affidavit signature may be faxed, mailed, or hand-delivered. Those forms include:
 - Form GHSP-01 – Traffic Safety Project Proposal
 - Form GHSP-02-R Highway Safety Project Revision
 - Form GHSP-05 – Traffic Safety Equipment Project Proposal
 - Form GHSP-06 – Highway Safety Equipment Project Contract
 - Form GHSP-06-A – Local Governmental Resolution
 - Form GHSP-06-R – Highway Safety Equipment Project Revision
 - Form GHSP-07 – Out-of State Travel Request
 - Form GHSP-09 - Quarterly Progress Report
 - Form GHSP-10 – Final Accomplishments Report

- Form GHSP-11-A – Baseline Enforcement Data Report
- Form GHSP-11-E – Monthly Enforcement Data Report for Equipment Projects
- Form GHSP-13 – Non-Expendable Equipment Disposition Request

B. Funding Areas

In an effort to focus funding assistance in those areas that have a maximum probability of reducing death and injury, NHTSA has identified nine major areas eligible to receive funding. Although funding is not limited to these nine areas, consideration of contracts falling outside of these requires extensive justification and approval from NHTSA.

The nine funding areas and their objectives are:

Alcohol and Other Drug Countermeasures - To develop and implement countermeasures directed toward reducing alcohol- and drug-related traffic crashes, injuries and fatalities.

Police Traffic Services - To impact the traffic crash problem through selective traffic enforcement, training, public information and education, and equipment.

Occupant Protection - To initiate programs and activities that will increase the usage of child safety seats and safety belts.

Traffic Records - To improve the data collection and reporting of traffic crashes. Through the development and use of timely and accurate crash data, highway safety problems can be identified, solutions developed and programs evaluated.

Emergency Medical Services - To develop and enhance methods of responding to motor vehicle crashes and transporting and treating injured persons.

Motorcycle Safety - To prevent deaths and injuries associated with motorcycle crashes through training, rider education, and public information and education efforts.

Pedestrian and Bicycle Safety - To prevent bicycle and pedestrian injuries and deaths through bicycle helmet campaigns and educational programs aimed primarily at elementary school-aged children.

Speed Control – To implement programs that will ensure speed limit compliance in an effort to reduce the number of speed-related traffic crashes.

Roadside Safety - To reduce the number and severity of traffic crashes on our highways through engineering, education, and enforcement. Training of engineers and educating the public on the importance of work zone safety are priorities.

In addition to the above funding areas, the GHSP encourages the formation of **Safe Communities**. The goal of Safe Communities is to establish a long-term, community-based, self-sustaining traffic safety program that responds to changes in traffic safety problems and priorities.

C. Commencement of Funding

In most cases, highway safety contracts are approved to begin October 1st, the start of the federal fiscal year. However, projects may not begin expending funds until both the grantee and the GHSP sign the contract, and written approval is received from the GHSP. Your Highway Safety Specialist can advise you of the status of your project. Do not enter into any contracts or expend funds without prior written approval.

D. Duration of Funding

Projects are only approved for one full or partial federal fiscal year at a time. Projects may be funded for up to three federal fiscal years. Only in unusual circumstances, can a project period exceed three years.

E. Continuation of Funding

Although TSPPs may indicate that a project will extend for three years, it is imperative that project administrators adhere to the terms and conditions of the contract during each funded year. If a grantee violates the conditions and requirements of the contract, the GHSP may withhold reimbursements or terminate the contract. In addition, if project performance falls below what is minimally expected, applications for continuing years may not be approved.

F. Availability of Funding

All project contracts awarded by the GHSP are conditional upon the availability of funds authorized and appropriated by Congress and the North Carolina General Assembly. Occasionally, the federal government is unable to appropriate the funds by October 1, and a delay in the approval process will occur.

G. Local Cost Assumption

Initial funds awarded to a project are "seed money," which must be used to begin implementing the activities and countermeasures that will best address the highway safety problem(s) in the project area. All projects must include in their highway safety contract a plan for the continuation of the project after GHSP funding expires. It is expected that the initiatives begun in the project will continue after GHSP funding is no longer available.

Additionally, local agencies and non-profit groups are required to assume an increasing amount of the project costs during the second and third years of a continuing highway safety activity. The following is a summary of the cost assumption policy.

	Highway Safety Projects with Personnel	
Year	Federal	Local
1	85%	15%
2	70%	30%
3	50%	50%

Highway Safety Projects without personnel:

Checkpoint Equipment is funded at 100%
Traffic Safety Equipment is funded at 75%
Special Traffic Safety Equipment is funded at 50%

The Highway Safety Contract

A. General Guidelines and Contract Forms

1. General Guidelines

- a. **READ THE INSTRUCTIONS.**
- b. All budget amounts must be entered in whole dollars. It is suggested to round up to the next \$100 to simplify adding and to reduce mathematical errors.
- c. All budget amounts must be for the current Federal fiscal year only, which begins October 1.
- d. Remember that reimbursement can only be made for those items specified in the Budget Detail. If an item is not in the Budget Detail, you will not receive reimbursement. However, **do not use brand names**. Use generics, i.e., list " dual antenna radars" not "Bald Eagle radars" or "X-44 radars". If you specify "Acme radars" we cannot reimburse you for anything but "Acme radars".
- e. Contracts and certain contract related documents (resolutions and reimbursements) must have an original signature and must be mailed to GHSP. **Do not fax these documents.**
- f. If you have any questions or need technical assistance in filling out the forms, contact your Highway Safety Specialist.

2. Contract Forms

- a. **Form GHSP-02**, Highway Safety Project Contract must be completed for projects that include personnel funding.
- b. **Form GHSP-06**, Highway Safety Equipment Project Contract must be completed for projects that include only highway safety equipment funding.

3. Local Governmental Resolutions and Forms - Contracts with local governmental entities require a resolution from the governing body of the agency. This form is required regardless of whether matching funds are required or not.

- a. **Form GHSP-02-A**; Local Governmental Resolution must be completed for projects with local governments that include personnel funding.
- b. **Form GHSP-06-A**; Local Governmental Resolution must be completed for projects with local governments that include only highway safety equipment funding.

B. Section A – General Information

1. **Items #1 through #7 – Agency Contact Information** – Fill in the required information.
2. **Item #8 – Federal Tax ID Number / Type of Agency** – Fill in the Agency's Federal Tax ID Number and check the box of the type of agency. NCDOT cannot cut a reimbursement check without a Federal ID Number.
3. **Item #9 – Type of Application** – Indicate if this is an Initial or Continuation project and the year of funding. If this is an Initial contract, the year of funding will be "1".
4. **Item #10 – Project Title** – If you want to name the project, enter the name here. This field is optional.
5. **Item #11 – Budget** – This information will come from the Budget Detail in Section B.
6. **Item #12 – Specify How Non-Federal Share Will Be Provided** – Provide the source of the State or Local funds that will be used as matching funds.

C. Section B – Budget Detail

1. **Personnel Costs** – Include only wages and fringe benefits for each position funded.
2. **Contractual Services** – List the contractual services to be provided and the associated cost. Items and funding in this section will require a written subcontract in accordance with the provisions outlined in the "Agreement of Conditions". If you do not anticipate having a written contract with your vendor, the costs may fall under "Other Direct Costs". Contact your Highway Safety Specialist for clarification.
3. **Commodities Costs** – Commodities are expendable items purchased to be used up or given away. They are normally distributed to the public or other identified audience. Commodities include, but are not limited to, brochures, incentive items, and supplies (not general use supplies). As an example, if child safety seats are purchased to be given away to needy families at clinics, the seats are considered to be commodities. If child safety seats are purchased to be used as instructional aids at child passenger safety classes, they are considered to be equipment.
4. **Other Direct Costs** – Other Direct Costs are divided into three (3) categories: Equipment, Travel and Other Items.
 - a. **Equipment** – Equipment is broken down into three (3) categories – Checkpoint Equipment, Highway Safety Equipment, and Special Equipment.
 - (i) *Checkpoint Equipment* – Equipment or property that is used exclusively for conducting safety belt or DWI checkpoints.
 - (ii) *Highway Safety Equipment* – Equipment or property that can only be used for highway safety purposes.
 - (iii) *Special Equipment* – Equipment or property that can be used for highway safety and other purposes.
 - b. **Travel** – Travel consists of In-State and Out-of-State Travel.
 - (i) In-state travel does not require prior approval. However, agencies must be able to document in-state travel expenses claimed for reimbursement.
 - (ii) Out-of State travel requires prior written approval from GHSP. Out-of State travel request are due at GHSP no less than 30 days prior to departure. Claims for reimbursement for out-of-state travel without prior approval will be denied.
 - c. **Other Items of Direct Cost** – These would include any anticipated expenses paid for directly by the agency that are not covered in Contractual, Commodities, Equipment, or Travel. An example would be printing, duplicating, or reproduction costs.
5. **Indirect Costs** – This would include costs not directly associated with the project, such as overhead costs or administrative costs incurred for another project. This category is primarily restricted to universities and research facilities, and requires justification.

D. Section C – Narrative Description of Project

- 1. Statement of Problem (Problem ID)** - State the problem or problems in concise terms that will specifically identify and describe the particular problem(s). Include the nature and extent of the problem(s). Included should be an analysis of trends in crash and/or other data, preferably for the prior three calendar years. Provide sufficient data to demonstrate the problem(s) being addressed.
- 2. Proposed Solution** - The types of countermeasures appropriate to the problem should be stated as the basis for determining a solution to the problem(s). Include specific objectives for a single year effort. Also, include long-range goals that indicate the changes or outcomes expected over a three to five year period. These objectives must be consistent with the problem statement, well defined, and stated in measurable terms for a specific time frame. *(See following example)*

Example:

Goal: To reduce the number of injuries and fatalities as a result of alcohol-related traffic crashes in Somewhere, North Carolina by x% by 20xx.

Objectives:

1. To train 45 police officers in Standardized Field Sobriety Testing (SFST) by March 31, 20xx.
2. To conduct eight public information and education presentations each quarter.

E. Section D – Schedule of Tasks by Quarters

List the schedule of tasks by quarters referring specifically to the objectives listed in Section C – Narrative Description of Project. Tasks that extend beyond one quarter must specify the elements of the task that are to be performed for the specific quarters.

F. Section E – Project Continuation (Form GHSP-02 only)

The Governor's Highway Safety Program has a cost assumption policy. Funding is made available to get projects started. The activities of the project are expected to continue after the GHSP funding has ceased and the grantee must assume all costs for the continuation of the project. Explain how this project will be continued after GHSP funding ends, including sources of funding.

IV. Agreement of Conditions

Once the Project Director, Authorizing Official, Financial Representative, and the GHSP Director sign the project application, your application becomes a legal contract. As with all contracts, there are conditions, limitations, and requirements that require compliance. Every highway safety contract contains an Agreement of Conditions. By signing the Agreement of Conditions, you are agreeing to adhere to these conditions. Failure to do so may result in termination of the contract. The Agreement of Conditions contains all of the provisions, requirements, and regulations of the contractual agreement between your agency and the Governor's Highway Safety Program. It is imperative that Project Directors have a working knowledge of the Agreement of Conditions.

A. Section A - Federal Provisions

1. **Provision #1 - Equal Opportunity/Nondiscrimination.** The agency must agree to comply with Title VI of the Civil Rights Act of 1964, which assures equal opportunity. The Agency will agree to comply with all Federal statutes and implementing regulations relating to nondiscrimination concerning race, color, sex, religion, national origin, handicaps, and age. The North Carolina Department of Transportation has a Title VI Program, Civil Rights Division. An official from that Division may make periodic visits to project agencies to ensure compliance.
2. **Provision #2 - Drug Free Workplace.** The Agency agrees to comply with the provisions cited in the Drug-Free Workplace Act of 1988.
3. **Provision #3 - Federal Grant Requirements and Contracts.** The Agency must comply with all of the Federal statutes and implementing regulations as outlined in the Agreement of Conditions. If you would like a copy of specific regulations, contact your Highway Safety Specialist.
4. **Provision #4 - Lobbying.** The Agency agrees to comply with the restrictions of lobbying members of Congress, and the regulations prohibiting the use of USDOT Federal funds for "grass roots" lobbying campaigns to encourage third parties, members of special interest groups, or the general public to urge members of a State legislature to support or oppose a pending legislative or appropriations matter.
5. **Provision #5 - Audits.** Non-Federal entities that expend \$500,000 or more in a year in Federal awards shall have a single or program-specific audit conducted for that year except when they elect to have a program-specific audit. Additionally, non-governmental entities (not-for-profit and for-profit entities) must adhere to North Carolina General Statute 143-6.1.
6. **Provision #6 - Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions.** By signing the contract, the Agency certifies that neither the Agency nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal Department or Federal Agency.
7. **Provision #7 - Conditions for State, Local and Indian Tribal Governments.** This provision lists the regulations specific to State, Local and Indian tribal governments.
8. **Provision #8 - Conditions for Institutions of Higher Education.** This provision lists the regulations specific to institutions of higher education.
9. **Provision #9 - Conditions for Non-Profit Organizations.** This provision lists the regulations specific to non-profit organizations.
10. **Provision #10 - Conditions for Hospitals.** This provision lists the regulations specific to hospitals.

B. Section B - General Provisions

1. **Provision #1 - Contract Changes.** The contract contains everything about the project. There are no other contracts, either oral or implied. Any proposed change requires a revision to this contract on a form provided by the Department. Form GHSP-02-R must be used by grantees to request any budget or program changes to a current project that includes personnel funding. Form GHSP-06-R must be used by grantees to request any budget or program changes to a current project that provides only highway safety equipment funding. All approved revisions become part of the provisions of the original contract, and all approved revisions supercede the provisions of the original contract or any other previously approved revisions. The revision request must show a breakdown of the original budget, revisions to the budget and the amount of change in funding. The revision must state why the revision is necessary and how the present goals and objectives will be affected. The deadline for revisions is June 30.
2. **Provisions #2, #3 & #4 - Subcontracts.** The Agency shall not assign any portion of the work to be performed under the contract without the prior written permission of the GHSP. The Agency must submit any proposed contracts for subcontracted services to the Governor's Highway Safety Program for final approval no less than 30 days prior to acceptance. Each potential subcontractor or supplier shall be notified by the Agency of the Agency's obligations under this contract. The Agency must include the provisions of section A-1 through A-6 of the Agreement in every subcontract, including procurements of materials and leases of equipment.
3. **Provision #5 - Outsourcing.** All work shall be performed in the United States of America. No work will be allowed to be outsourced outside the United States of America.
4. **Provision #6 - Property and Equipment.**
 - Equipment must be used for highway safety-related activities.
 - Costs for property or equipment purchases are allowable only when their use is necessary for the administration of project activities.
 - All equipment must be listed in your approved contract. Equipment not initially approved in the project contract must be requested by means of a contract revision **before it is purchased.** Reimbursement for purchases not approved in the original contract or subsequent contract revisions will be denied.
 - Ownership of property or equipment belongs to the project. The project director is responsible for its use, upkeep, and maintenance.
 - GHSP and NHTSA retain title interest in all property and equipment purchased under this contract. In the event that the Agency fails to comply with the provisions of the Agreement or terminates the contract, GHSP may either require the Agency to purchase the equipment or transfer the equipment to another Agency.
 - Non-expendable property is defined as property or equipment having a value of \$5000 or more with a life expectancy of more than one year. Non-expendable property or equipment cannot be sold, traded or disposed of in any way without the expressed written permission of the GHSP.

Provision #6 - Property and Equipment. (Continued)

- Form GHSP-13, Non-Expendable Property Disposition Request must be used by agencies to request disposition of non-expendable property or equipment. If the property or equipment is to be sold or traded, Form GHSP-13 must be received by the GHSP 30 days prior to the planned disposition. If the property or equipment has been wrecked or destroyed, Form GHSP-13 must be received by the GHSP within 30 days of the event.
- GHSP personnel will verify the existence of all equipment and determine that it is being used properly.
- Costs for child safety seats are allowable only if they are in compliance with NHTSA standards.
- If there is any doubt about whether the equipment is allowable, contact your Highway Safety Specialist.

5. Provision #7 - Promotional or Other Materials. Any promotional or other materials developed using funds from this contract must be reviewed and approved by the GHSP prior to their production. In addition, any promotional items produced with project funds must contain a highway safety message. Program promotional items paid for with project funds are limited to a maximum cost per item of \$5.00. Items in excess of \$5.00 may not be purchased without the expressed written approval of the GHSP.

6. Provision #8 - Review of Reports and Publications. Any reports, papers, publications, or other items developed using funds from this contract must be reviewed and approved by the GHSP prior to their release.

7. Provision #9 - Reimbursement.

General Reimbursement Provisions

- Reimbursement requests should be submitted monthly on forms provided by GHSP. If you file monthly, your invoice numbers must run from 1 to 12. This number will be on your check. However, if it is more convenient for your accounting department to file quarterly, that is also acceptable.
- Reimbursement requests must be filed at least quarterly.
- If it is necessary to include a specific internal code for your own accounting purposes, please do so. For GHSP and NCDOT purposes, the codes must be in sequential order.
- The reimbursement request must be supported by documentation of costs as prescribed by the Department.
- The Governor's Highway Safety Program and the Department's Fiscal Section approve the itemized invoice prior to payment.
- Any rejected or unaccepted costs shall be borne by the Agency.
- The Agency agrees that in the event the Department determines that grant funds must be refunded, the Agency will reimburse the Department a sum of money equal to the amount of Federal and State participation in the rejected costs.
- Final reimbursement claims must be received by the GHSP within 30 days following the close of the approved contract period. Project funds not claimed by this date are subject to reversion.
- Under no circumstances will reimbursement be made for costs incurred prior to the contract effective date or after the contract ending date.
- Contracts that have missing reports (ie. Quarterly Progress Report, Final Accomplishment Report, Enforcement Data Reporting Form, etc.) will not be reimbursed by GHSP until all reports are current and on file at GHSP.

Provision #9 - Reimbursement. (Continued)

Reimbursement Forms

- Form GHSP-08, Claim for Reimbursement Cost Summary Statement, Form GHSP-08-A, Detail of Expense – Personnel Services Costs, and Form GHSP-08-B, Detail of Expense – Non-Personnel Services Costs must be used by grantees to request reimbursement for expenditures for a current project.
- Form GHSP-08 must be used for all reimbursements and must be accompanied by a Form GHSP-08-A or GHSP-08-B or both. Invoices, receipts, timesheets or other items necessary to substantiate the claim must accompany the request for reimbursement. All requested information on the form must be completed. An incomplete Form GHSP-08, GHSP-08-A, or GHSP-08-B will not be considered for reimbursement.
- The form must be filled out in its entirety and sent to the GHSP office each month.
- Both your Highway Safety Specialist and the GHSP Finance Officer will review your summary statement, comparing your expenditures to those stated in the contract. If there are any discrepancies, you will be contacted prior to reimbursement. If your expenditures are within your proposed budget, the summary statement is forwarded to the NCDOT Commercial Accounts Section. It generally takes two to three weeks to receive your reimbursement check.

Form GHSP-08 Claim for Reimbursement Cost Summary Statement

- Complete all sections of Form GHSP-08, Claim for Reimbursement Cost Summary Statement. If you do not have a budget for a cost category, enter zeros. If you are not required to match a percentage of your expenditures, enter zeros in the "State/Local %" and the "State/Local Share" columns. Remember to **sign your summary statement**. This is required for reimbursement. Signature authority is granted to either the Project Director or the Authorizing Official.
- In addition to the summary statement, you are required to send in either Form GHSP-08-A or GHSP-08-B or both to substantiate the information on the cost summary statement, Form GHSP-08.

Form GHSP-08-A Detail of Expense – Personnel Services Costs

- Form GHSP-08-A is a detailed statement of expenses incurred for personnel services. Complete all sections of the form. Even though the invoice will be sent in with your summary statement, it is still necessary to enter your agency name, project number, claim number (this will be the same as the claim number on the corresponding cost summary statement), and period of claim. Each column must be completely filled out for each employee and subtotaled. The actual cost of retirement, FICA, and other salary additives must be added and totaled.
- The amount entered for "Total Personnel Services Cost to Project" must be the same as the "Personnel Services" amount for the "Total This Period" column on the cost summary statement. Be sure Form GHSP-08-A is signed by the proper authority.

Provision #9 - Reimbursement. (Continued)***Detail of Expense – Non-Personnel Services Costs***

- Form GHSP-08-B is a detailed statement for expenses incurred for cost categories other than personnel. Complete all sections of the form. This form will also accompany your cost summary statement, but it is still important that it includes the agency name, project number, claim period and claim number (which must correspond to the claim number on the cost summary statement).
- You are required to send in invoices for goods or services purchased, and this form must reflect all of the invoices for purchases made and must include the date, description (invoice number, vendor, serial/model number specific description of goods or services), quantity and cost of the procurement.
- If any expenses are requested for reimbursement that were not included in the contract or are unallowable expenses, you will be contacted by your Highway Safety Specialist. Some unallowable expenses are costs for car rentals, food and beverages for workshops and meetings, incentive items that do not contain a highway safety message, and gifts.
- If you are unsure as to whether an expense is allowable, call your Highway Safety Specialist before you incur the cost.
- Be sure Form GHSP-08-B is signed by the proper authority.

Project Closeout Procedures

- Closeout is the term used to end your yearly contract.
 - All funds must be encumbered by September 30.
 - Your unused funds cannot rollover to the next fiscal year. If funds are not used, they revert back to the GHSP program fund and are used to fund other projects. This does not mean that you should rush to spend all your unused funds on last minute purchases and events. If these purchases and programs were not approved in the original contract or by means of a revision prior to June 30, they are unallowable.
 - Although funds must be spent by September 30, you have an additional 30 days to pay outstanding invoices and file claims for your final reimbursement.
 - Final Accomplishments Reports are due by October 30. Final claims for reimbursements will not be paid if the Final Accomplishment Report has not been received.
 - Call your Highway Safety Specialist immediately if you foresee a problem with closing out by October 30.
- 8. Provision #10 - Project Costs.** Work shall be done on an actual cost basis by the Agency. The amount of reimbursement must not exceed the estimated funds budgeted in the approved contract.
 - 9. Provision #11 - Program Income.** Program income earned during the contract period shall be retained by the Agency and added to the funds committed to the project by the GHSP and be used to further eligible program objectives. Program income must be accounted for separately and the records made available for audit purposes.
 - 10. Provision #12 - Project Directors.** The Project Director, as specified on the signature page of the contract, must be an employee of the Agency or the Agency's governing body. Any exception to this provision must have the expressed written approval of GHSP.

11. Provision #13 - Reports Required.

Quarterly Progress Reports

- The Quarterly Progress Report, Form GHSP-09 must be used by agencies to report the progress of the project on a quarterly basis. Form GHSP-09 is due to the GHSP within 15 days of the end of the quarter. Because most projects begin on October 1st, quarterly reports are normally due by the 15th of January, April, and July of each year. **The fourth quarter report must be incorporated into the Final Accomplishments Report.**

January 15 (for period October 1 - December 31)

April 15 (for period January 1 - March 31)

July 15 (for period April 1 - June 30)

October 30 (for period October 1 - September 30) Final Accomplishments Report

- Quarterly Progress Reports must reflect the status of project implementation and attainment of stated goals.
- Fill in all sections of the form.
- Be specific about the tasks completed. For example, how many people were in attendance at a presentation, or how many DWI arrests were made.
- List the tasks not completed and give an explanation for the delay.
- If you have participated in any other activities that were not listed as a task in your contract, please list these activities.
- Attach additional sheets, if necessary.
- Include newspaper articles, materials produced, and programs from attended conferences.
- The Quarterly Progress Reports and Final Accomplishments Report are major resources for determining the success of your project. They can also point out any difficulties you may be having. Include all activities that have occurred during the quarter. This is an opportunity to demonstrate what you have done.
- While reviewing your application for a continuing project, the Quarterly Progress Reports and Final Accomplishments Report are used to determine project success and commitment. They are also used for a final project evaluation and the information forms the source material for the required evaluation and annual reports to NHTSA and FHWA.
- *Claims for reimbursement will not be processed if Quarterly Progress Reports have not been received.*
- Each progress report must describe the project status and must be submitted to GHSP no later than fifteen (15) days after the end of each quarter.
- If the Agency fails to submit a Quarterly Progress Report or submits an incomplete Quarterly Progress Report, the Agency will be subject to having cost reimbursement requests withheld. Once a Quarterly Progress Report that substantiates adequate progress is received, cost reimbursement requests will be processed.

Provision #13 - Reports Required. (Continued)***Final Accomplishments Report***

- Form GHSP-10 must be used by agencies to report the accomplishments of the project at the end of the fiscal year.
- The Final Accomplishments Report is more than just a summary of the three previous Quarterly Progress Reports. Detailed information concerning actual accomplishments of stated goals and objectives is critical.
- Each goal, objective, and task must be discussed.
- Continuation plans for the project must also be detailed. This is also an opportunity to demonstrate what you have done.
- Please feel free to attach additional information as necessary.
- A Final Accomplishments Report must be submitted to the GHSP within thirty (30) days of completion of the project. The Final Accomplishments Report is due in the GHSP office no later than October 30.
- If the Agency fails to submit a Final Accomplishments Report or submits an incomplete Final Accomplishments Report, the Agency will be subject to having cost reimbursement requests withheld. Once a Final Accomplishments Report that substantiates adequate progress is received, cost reimbursement requests will be processed.

Audit Reports

Audit reports required in Federal Provisions Section A-5 (Single Audit Act) must be provided to the Department within thirty (30) days of completion of the audit.

12. Provision #14 - Out-of-State Travel.

- All out-of-state travel funded under this contract must have prior written approval by the Governor's Highway Safety Program.
- Requests for approval must be submitted to the GHSP, on forms provided by the Department, no less than 30 days prior to the intended departure date of travel.
- For Agencies other than state agencies, out-of-state travel requests must include a copy of the Agency's travel policy, to include allowances for lodging, meals, and other travel-related expenses.
- For state agencies, maximum allowable subsistence is limited to the prevailing per diem rates as established by the North Carolina General Assembly. Contact your Highway Safety Specialist for current per diem rates.
- Actual expenses may be requested for lodging in certain circumstances. However, without prior approval, you will not be reimbursed above the state rate.
- Out-of-state travel requests must include a copy of the agenda for the travel requested.
- Form GHSP-07 must be completed and signed by the Project Director.
- In-state travel does not require prior approval, but the travel must be project-related.
- Details of in-state and out-of-state travel must be discussed in your quarterly progress reports.
- International travel is not allowable.

13. Provision #15 - Conditions for Law Enforcement. In addition to the other conditions provided for in this Agreement, grants to law enforcement agencies are subject to the following:

- **The following tasks must be included in Section D of the contract:**
 - ♦ A minimum of one (1) safety belt checkpoint per month;
 - ♦ A minimum of one (1) impaired driving checkpoint per quarter;
 - ♦ Participation in all "Click It or Ticket" campaigns;
 - ♦ Participation in all "Booze It & Lose It" campaigns;
 - ♦ Participation in any event or campaign as required by the GHSP.
 - ♦ An effort must be made to utilize one of the Forensic Tests for Alcohol Branch's Mobile Breath Alcohol Testing (BATMobiles) units during at least one of the impaired driving checkpoints.
- **Certifications Required.**
 - ♦ ***In-car Camera or Video System.*** For any in-car camera or video system purchased under this contract, it is required that the operator of that equipment has successfully completed Standardized Field Sobriety Testing training (SFST);
 - ♦ ***Radar.*** For any radar equipment purchased under this contract, it is required that the operator of that equipment has successfully completed Radar Certification Training.
 - ♦ ***Alcohol Screening Devices.*** For any preliminary alcohol screening devices purchased under this contract, it is required that the operator of that equipment has successfully completed the Alcohol Screening Test Device training offered by the Forensic Test for Alcohol Branch.
- **Report Required. - Monthly Enforcement Data Report.**
 - ♦ In addition to the reports mentioned above, law enforcement agencies must submit a Monthly Enforcement Data Report on Form GHSP-11 or GHSP-11-E.
 - ♦ Form GHSP-11 must be used by law enforcement agencies that have personnel costs included in the contract. This includes either direct personnel funding for salaries, or funding for equipment where salaries are used as matching funds.
 - ♦ Form GHSP-11-E can only be used by law enforcement agencies that have grants for equipment only and where no personnel funds are involved.
 - ♦ Form GHSP-11 is due no later than 15 days after the last day of the reporting month.
 - ♦ Form GHSP-11-E is due no later than 15 days after the last day of the reporting month.
 - ♦ The agency head must sign the affidavit on the Form GHSP-11. However, the agency head may assign a designee to sign the form by providing written signature authority to the GHSP.
 - ♦ If the Agency fails to submit a Monthly Enforcement Data Report or submits an incomplete Monthly Enforcement Data Report, the Agency will be subject to having cost reimbursement requests withheld. Once a Monthly Enforcement Data Report that substantiates adequate progress is received, cost reimbursement requests will be processed.
- **Baseline Enforcement Data Report**
 - ♦ In addition to the reports mentioned above, GHSP may request law enforcement agencies to submit a Baseline Enforcement Data Report on Form GHSP-11-A.
 - ♦ The Baseline Enforcement Data Report is used to obtain a prior year's enforcement data to be used as a measure of the agency's performance during the current year.

14. Provision #16 - Conditions for Local Governmental Agencies.

- If an agency is a local governmental entity, a resolution from the governing body of the agency is required.
 - The resolution must contain a commitment from the governing body to provide the local funds as indicated in this contract. Additionally, the resolution is required even if the funding is one hundred percent from federal sources, as it serves as recognition by the governing body of federal funding for purposes of Federal Provisions Section A-5 above.
 - **Form GHSP-02-A**; Local Governmental Resolution must be completed for projects with local governments that include personnel funding.
 - **Form GHSP-06-A**; Local Governmental Resolution must be completed for projects with local governments that include only highway safety equipment funding.
- 15. Provision #17 - Prohibited Interests.** No member, officer, or employee of the agency during his or her tenure, and for at least one (1) year thereafter, can have any interest, direct or indirect, in the contract or the proceeds of the contract.
- 16. Provision #18 - Continued Federal and State Funding.**
- Continuation of this project with Federal funds is contingent upon Federal funds being appropriated by the United States Congress specifically for that purpose.
 - In the event funds originally appropriated by Congress for these grants are subsequently reduced by further acts of Congress, funding to the agency may be proportionately reduced.
 - Continuation of this project with funds from the State of North Carolina is contingent upon State funds being appropriated by the General Assembly specifically for that purpose.
 - State funds received under this contract are subject to the same terms and conditions stated in this Agreement.
- 17. Provision #19 - Performance.**
- All grants provided by the Governor's Highway Safety Program are **performance-based** and, as such, require that continual progress be made toward the reduction of the number and severity of traffic crashes.
 - Any agency, whose performance is deemed unsatisfactory by the GHSP, will be subject to the sanctions as provided for in this contract.
 - Unsatisfactory performance will be cause for the Department to reduce or deny future funding.
- 18. Provision #20 - Resolution of Disputes.**
- Any dispute in connection with the project, between the agency and GHSP, will be referred to the Secretary of the North Carolina Department of Transportation and the authorized official of the agency for a negotiated settlement.
 - Any dispute in connection with the project where a negotiated settlement cannot be resolved in a timely fashion, the final decision will be made by the Secretary of the North Carolina Department of Transportation.
 - The final decision will be made with the concurrence of the Federal funding agency, and will be final and conclusive for all parties.

19. Provision #21 - Department Held Harmless.

- **For State Agencies.** Subject to the limitations of the North Carolina Tort Claims Act, the Agency shall be responsible for its own negligence and holds harmless the Department, its officers, employees, or agents, from all claims and liability due to its negligent acts, or the negligent acts of its subcontractors, agents, or employees in connection with their services under this contract.
- **For Agencies Other Than State Agencies.** The Agency shall be responsible for its own negligence and holds harmless the Department, its officers, employees, or agents, from all claims and liability due to its negligent acts, or the negligent acts of its subcontractors, agents, or employees in connection with their services under this contract.

20. Provision #22 - Records Access and Retention.

- All financial, statistical and other pertinent records must be retained for at least three years after the project closes.
- Property records must be retained for at least three years after the disposition of property.
- The agency must provide all information and reports required by the regulations, and must permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by GHSP, the State, NHTSA, or FHWA.

21. Provision #23 - Sanctions for Non-Compliance.

- The applicant Agency agrees that if it fails or refuses to comply with any provisions and assurances in this contract, the Department may take any or all of the following actions:
 - (a) Cancel, terminate, or suspend this contract in whole or in part;
 - (b) Withhold reimbursement to the Agency until satisfactory compliance has been attained by the Agency;
 - (c) Refrain from extending any further funding to the Agency under this contract with respect to which the failure or refusal occurred until satisfactory assurance of future compliance has been received from the Agency;
 - (d) Refer the case to the United States Department of Justice for appropriate legal proceedings.

22. Provision #24 - Cancellation, Termination, or Suspension of Contract.

- **By the Department.** For noncompliance with any of the said rules, regulations, orders or conditions, this contract may be canceled, terminated, or suspended in whole or in part by the Department, by giving the Agency thirty (30) days advanced written notice. The Department, before issuing notice of cancellation, termination, or suspension of this contract, may allow the Agency a reasonable opportunity to correct for noncompliance.
- **By the Agency.** The Agency may terminate this contract by providing thirty (30) days advanced written notice to the Department.

23. Provision #24 - Completion Date.

Unless otherwise authorized in writing by the Department, the Agency shall commence, carry on, and complete the project as described in the approved Highway Safety Project Contract by September 30 of the Federal fiscal year for which it was approved.

24. Provision #26 - Signatures

VI. Other Items of Interest

A. Project Monitoring

Highway Safety Specialists are required to routinely monitor each project. This may be accomplished by telephone, mail, e-mail or by means of an on-site review. GHSP Policies and Procedures will dictate the type of monitoring to be conducted for each approved project. In the case of on-site reviews, the Highway Safety Specialist will be working with the Project Director to schedule visits on a periodic basis. However, when necessary, or if the Project Director requests, additional reviews may be required. Project Directors must make themselves available for these reviews, and be prepared to provide project data, financial records and equipment purchase records. Upon return to the GHSP, the Highway Safety Specialist will file a report, which becomes a permanent part of the project file.

Project monitoring is necessary to:

1. Assess project performance and commitment.
2. Assure project goals, objectives, and tasks are on track.
3. Assure compliance with the terms and conditions of the contract.
4. Assure that requests for reimbursement are being submitted on a timely basis.
5. Identify and resolve problems as soon as possible during the project.
6. Assure that sufficient data will be available for evaluation purposes.

The GHSP Highway Safety Specialist will perform audits of financial and equipment records during on-site visits. During the review, the Highway Safety Specialist is required to:

1. Examine the financial records used to substantiate reimbursement claims;
2. Audit time sheets of personnel to reconcile time and attendance;
3. Review subcontracts for compliance;
4. Check non-expendable equipment to verify its existence and usage;
5. Verify vehicle mileage;
6. Review project materials and promotional items;
7. Review any other information pertinent to the project.

On-site reviews are a good opportunity to showcase your efforts or to discuss any difficulties you are encountering.

B. Paid Advertising

- The cost to purchase advertising space in the mass communication media is not allowable.
- This includes radio and television airtime, billboard space, and magazine or newspaper advertisements.

C. Closed-Captioning

- All public service announcements created with the aid of 402 funds must contain closed-captioning.
- As stated in Title IV of the Americans with Disabilities Act of 1990, "any television public service announcement that is produced in whole or in part by any agency or instrumentality of Federal Government shall include closed-captioning of the verbal content of such announcement."

D. Training

- The cost of training is allowable for USDOT/NHTSA developed or endorsed curricula.
- Development costs of training curricula and materials are allowable if they will not duplicate materials already developed by other projects, USDOT/NHTSA, or by other states.
- Costs are not allowable to pay for the employee's salary while pursuing training or to pay for the salary of the employee's replacement, except where the employee's salary is supported with 402 funds.

E. Facilities

- The cost of office furnishings and fixtures is not allowable.
- The cost of construction or reconstruction of driving ranges, towers and skid pads is not allowable.
- The cost of construction, rehabilitation, or remodeling is not allowable.
- The cost of land is not allowable.

F. Federal CFDA Numbers

Agencies often contact the GHSP to request the Catalog of Federal Domestic Assistance (CFDA) numbers when conducting their annual audit. The CFDA numbers for the Highway Safety Program are as follows:

Projects Numbers Beginning With	CFDA Number
K8	20.601
K2	20.602
K4	20.609
K9	20.610
K6	20.612
K3	20.613
All Others	20.600

G. Events Attendance

Attendance at GHSP-sponsored and supported functions is required as requested.

VII. Public Information and Education

A. Media Relations, Campaign Events and Conferences

The Public Information and Education Section promotes “Click It or Ticket,” “Booze It & Lose It,” and other highway safety messages through a variety of events and activities. Some of these events are conferences and workshops designed to assist law enforcement, grantees and other key partners. Others are news events intended to attract the attention of North Carolina media. In both cases, the goal is to convey lifesaving highway safety information to North Carolina motorists, thereby increasing compliance with our laws and decreasing the incidence of serious- and fatal-injury traffic crashes. The Public Information and Education section may be able to help you promote your project with local media, or provide assistance if your efforts somehow generate negative attention. Please refer to the attached Media Plan for guidelines regarding how to develop effective relationships with the media.

B. GHSP Internet Web Site

The GHSP has established an interactive web site designed to inform the public about the state’s latest highway safety efforts. The web site contains all of the forms needed to conduct project business. It also contains a materials order form to request free brochures and highway safety materials. There is information on “Click It or Ticket,” “Booze It & Lose It,” child passenger safety, graduated driver licensing, and much more. There are news releases, public service announcements, a highway safety calendar, and a “Saved by the Belt” nomination form. The site is updated regularly, so feel free to visit it often at www.ncdot.org/programs/ghsp

C. Vince and Larry Costumes

GHSP has two sets of the Vince and Larry crash-test dummy costumes. If you would like to borrow a set, contact the GHSP Public Information Officer as soon as possible prior to the event. These are popular and in use most of the time, so it is essential to make reservations as soon as possible; especially during high use times of the year, such as holidays, proms, graduations and the State Fair. The length of time you may keep the costumes varies according to their booking schedules.

D. EXPO – The North Carolina Highway Safety Expo Driving Simulator

The EXPO is a 53-foot trailer that uses seven state-of-the-art driving simulators to educate operators of each device to the many hazards of traveling roadways. The simulators offer a wide variety of settings and will also allow for the simulation of varying levels of impairment. The simulators are proving to be a valuable tool in reaching young audiences. The EXPO can be a very useful tool for law enforcement, health and medical professionals and other highway safety advocates at fairs, schools, conferences and other events. To get the EXPO to your event, simply call the GHSP Public Information Officer.

Media Relations: How to Get Reporters to Cover Your Traffic Safety Activities

Beth Horner
Public Information Officer
bhorner@ncdot.gov
Office: 919-733-3083

Information to Be Included in a News Advisory or Press Release

1. A news advisory is used for advance notification of a public event or activity. A press release is used to announce details for an event/activity the day it occurs, or to document related outcomes of the event/activity.
2. Written materials used for the purpose of attracting media to your highway safety events should include the following information:
 - Date of news advisory or press release. Be sure to note if the information is for “IMMEDIATE” release or whether contents are “EMBARGOED” for a specific date and time. Most information will be for immediate release, but the latter is particularly important if you are releasing sensitive details, such as a DWI checkpoint location.
 - Complete contact information, including name and title of person who can answer questions about the event/activity, phone number and e-mail address.
 - Headline to summarize content of news advisory or press release.
 - Type or title of event/activity and why it is being conducted.
 - Time and date of event/activity and where it will be held.
 - Reason for event/activity and who will benefit.
 - If appropriate, briefly quote from key official(s) involved with event/activity regarding its importance. Make sure the quoted person approves the quote prior to release.
 - Briefly reference data or other evidence to support why event/activity is important and newsworthy.
 - If appropriate, close by noting whether any special media privileges are available, such as an enforcement ride along, interview with a crash survivor, etc.
3. Use official agency or program letterhead.
4. Proofread carefully to ensure it is factually accurate and free of spelling errors. When possible, ask someone else to give it a final look before releasing.

Checklist for Contacting Your Local Media

1. Send written notice of highway safety event/activity two-to-three days in advance (or more if it is a major event with top-name speakers).
2. Establish a list of all media in your area (TV/cable, newspaper, and radio). Contact everyone to introduce yourself and say that you'll be in touch periodically to keep them updated about upcoming highway safety stories. Offer your phone, fax and pager numbers and e-mail address so they know how to contact you. Inquire whether they prefer to get releases by fax or e-mail. Also ask if there are best/worst times of the day to reach them by phone.
3. Before you call to pitch a story based on a news advisory or press release, make sure you have a copy of it handy. Keep a time-dated list of who you called, how they responded, and whether additional information was requested.
4. Make pitch calls the day before the event/activity. Don't just ask, "Did you get my fax?" Briefly restate key who-what-when-where details and ask if they need any additional information. Tell the reporter to look for you (or your designee) at the event if they need anything.
5. When possible, make the event sound "visual." Describe what it will look like and say who will be available for interview. Media often respond favorably to multi-jurisdictional events, so be sure to say how many different agencies will be involved, etc.
6. Depending on the time of your event, make a final follow-up call that morning, or a few hours before start time. Remind the reporter to look for you (or your designee) at the event if they need additional information.

Frequently Asked Questions

- *What is the difference between a media event and a routine traffic safety event?*

A routine traffic safety event may generate news or feature coverage by local media, but usually only by coincidence. A media event is a scheduled activity coordinated specifically to generate positive attention from your local media (TV/cable, newspaper, or radio). These typically will be GHSP campaign-related activities, such as a checkpoint or child passenger safety clinic.

Media should be notified in advance, generally about two working days. Provide specific written information first, and then follow up with phone calls. A news advisory should include basic details such as when and where the event will be held, the reason it is being conducted, and who will deliver remarks or be available for interview.

It is important to make your events sound "visual" when contacting media, meaning that you should emphasize what it will look like and who can be counted on for a good quote. It may sound trivial, but it helps the reporter "sell" the story to his or her editor. Participating law enforcement officers/agencies should be notified that reporters and cameras may be present, and that they should look sharp. Reports showing officers standing around talking, smoking or eating, or otherwise not actively engaged in the stated activity can reflect poorly on everyone involved.

- *How do I get reporters to pay attention to our events? We either get ignored or lambasted.*

County Coordinators are responsible for developing relationships with local media. We encourage you to keep a directory of contact names, phone and fax numbers, and e-mail addresses. When appropriate, keep track of any relevant information you learn about them, such as story deadlines and whether you should contact them or the news editor. It also pays to keep track of some friendly personal information (they have kids, they went somewhere interesting on vacation, etc.) Reporters are like anyone else: they appreciate being valued and treated with courtesy.

You don't have to start from scratch. Ask your colleagues if they have established relationships with reporters and/or editors. Add those people to your contact list, and be sure to mention your colleague's good name when you call. Consider using the checklist at the end of this section when writing releases and making "pitch" calls to generate media interest in your events.

- *Can't I just send out an advisory or release and be done? Why do I also have to call the media?*

You could stop after sending written notification, but your release will be one of dozens, if not hundreds, a news agency receives daily. If you don't follow up, you'll never know if it went to the right reporter or editor's desk – or right into the trash.

Simply put, availability enhances credibility. When reporters know they can count on you for reliable stories about traffic enforcement and public education and outreach, they'll be more likely to consistently cover highway safety events/activities. And they'll be more likely to hail law enforcement as proactive community leaders than uncaring ticket-writers who won't go out and look for "real" criminals. The easier you make it for them, the more likely the outcome will be positive.

Another benefit is that, should some controversy surface in the future, you already have an established relationship with a reporter who trusts you. You can help your officers and your colleagues get fair and positive attention for their efforts.

- *Why does the GHSP schedule media tours during traffic safety campaigns?*

High-visibility enforcement becomes much more visible when it's seen on TV, read about in newspapers and discussed on the radio. Especially during major enforcement initiatives, it is important to let all motorists know that stepped-up enforcement activities are being conducted to address specific issues (occupant protection, impaired driving, speed, etc.) To accomplish this, the GHSP schedules media tours to promote specific traffic safety messages and the role local law enforcement plays in implementing related programs.

We typically schedule events in large and medium media markets, meaning locations with multiple TV stations and a daily newspaper. We do, however, go to smaller markets, particularly when a known traffic safety problem exists – or when you ask us to help support your activities. We typically schedule these events with at least one month's notice, giving you adequate time to organize local participants and/or notify us that an unalterable conflict exists. If your community is scheduled for a GHSP media tour event, the GHSP Public Information Staff will contact you and assist you in planning and implementing the media portion of your activities.

If you have not been contacted but would like to participate in a GHSP media tour event, please let us know.

- *Why do media events sometimes have separate citation reporting forms?*

We occasionally need citation data from a small number of events – such as the first weekend of “Booze It & Lose It” checkpoints – to include in a news release. If you are involved with a major media event that includes quick-turnaround reporting of citation data, please submit the data promptly. If possible, fax or e-mail the data to us as soon as the event concludes, or as soon as you return to the office. We generally need such data no later than 9 a.m. on the Monday following weekend activities.

It becomes difficult and tense when we are facing deadlines and have to call for missing data – especially if the designated contact is off that day. Please be sure to leave a copy of special event citation data where a colleague can locate it in your absence. And be sure to include the same data in your weekly reporting form.

- *Do we need to contact the GHSP if reporters want to do campaign-related stories?*

While we are very interested in media coverage that results from your activities, you are under no obligation to contact us prior to doing interviews. We are glad to help you, however, especially if you believe the subject may be controversial or if you need data to prove your point. Please give us as much notice as possible if you need us to research issues for you, as we in turn rely on support from various partner agencies.

One source you may contact directly is the UNC Highway Safety Research Center in Chapel Hill. Eric Rodgman can be reached at 919-962-8709. With adequate notice, he can track crash data, highway safety trends and other information that may prove useful.

The GHSP strongly encourages county coordinators and local law enforcement agencies to actively seek positive coverage of traffic safety events and activities. It is important that the motoring public – and your local elected officials – view your efforts as the lifesaving work it truly is. The media can be a valuable partner in this regard.

- *Why does the GHSP want to know about specific local crash examples, like people who survived serious traffic crashes or others who died because they weren't restrained?*

People who have direct experience with crash issues often are our best ambassadors for traffic safety messages, particularly occupant protection and impaired driving. The stories of “real people” are compelling and especially attractive to the media, which typically prefer talking to them than elected officials and even celebrities.

We don't routinely contact these people, but we need to know their stories. We also want to hear about local triumphs, like making a major drug bust during a safety belt checkpoint.

The GHSP uses a newspaper and video clipping service, but we don't always hear about the best, most illustrative examples. We regularly refer to them during campaign events and include copies of news reports in press kits. We count on your help to be sure we have the best examples available.

Media Training

The Governor's Highway Safety Program offers the Media Skills Workshop to help law enforcement officers, grant recipients and other key partners develop effective skills for working with the media. This class was created by the National Highway Traffic Safety Administration's Traffic Safety Institute.

Enrollment will be limited to a maximum of 20 -22 participants per class. Topics will include writing news releases and pitching events, how to maximize your message via the media, how to plan newsworthy events, and effective tips for working with news media. Key elements of the class will be a working lunch with members of local and regional news organizations, and participating in prepared and off-the-cuff mock interviews.

The Media Skills Workshop does not replace NHTSA's three-day Law Enforcement Public Information Officer Workshop. That comprehensive course, which covers everything from promoting routine highway safety issues to handling crisis communications, is still available upon request.

For additional information regarding either course, or to request that a course be taught in your area, contact Beth Horner at 919-733-3083, or e-mail her at: bhorner@ncdot.gov.

Highway Safety Information

Highway Safety Acronyms

AAA - American Automobile Association

AAA is a non-profit organization of private automobile drivers that lobbies lawmakers on behalf of its membership. AAA provides other services to its members including highway safety information, maps, and roadside assistance.

ABC - Alcohol Beverage Control

The state commission responsible for regulating the sale and use of alcoholic beverages.

AC - Alcohol Concentration

The concentration of alcohol in a person determined by a chemical analysis of the defendant's breath or blood, expressed either as: (1) grams of alcohol per 100 milliliters of blood, or, (2) grams of alcohol per 210 liters of breath. An AC of 0.08 percent or higher constitutes legal impairment in North Carolina.

ALE – Alcohol Law Enforcement

A division of the Department of Crime Control and Public Safety that enforces state alcohol laws. ALE also does alcohol education programs, such as BARS (Be A Responsible Server), “Cops in Shops”, “Secret Shopper”, and “Keys to Life”.

ATA - American Trucking Association

National organization that represents state trucking associations. State trucking association membership includes shippers, drivers, and commercial vehicle-related businesses.

ATV - All Terrain Vehicle

A recreational vehicle with three or four wheels designed to be ridden off-road. ATVs are not regulated by NHTSA, nor is funding available for ATV safety.

BAC - Blood Alcohol Concentration

The concentration of alcohol in a person determined by a chemical analysis of the defendant's blood, expressed as grams of alcohol per 100 milliliters of blood. A BAC of 0.08 percent or higher constitutes legal impairment in North Carolina.

BADD – Blacks Against Drunk Driving

A grassroots coalition to curtail impaired driving in the African-American community.

Operation CARE - Combined Accident Reduction Enforcement

A consolidated enforcement program in which all 50 State Police/Highway Patrols participate. Enforcement efforts are generally confined to the holiday weekends of Memorial Day, July Fourth and Labor Day. The principal focus of enforcement has been DWI, speed and safety belt use.

CDC - Centers for Disease Control & Prevention

An agency of the U. S. Department of Health and Human Services, CDC is the lead federal agency for protecting the health and safety of people. CDC's mission is to promote health and quality of life by preventing and controlling disease, injury, and disability.

CDL - Commercial Driver's License

The Commercial Motor Carrier Safety Act of 1986 established provisions for a single license for all motor carriers. The law provides, among other things, that each commercial motor vehicle operator (truck and bus driver) be licensed only in his or her home state, be tested and qualify in the type of vehicle he or she drives, and that states provide for the exchange of data involving a range of traffic offenses and the ability to verify multiple or duplicate commercial license holders.

CTSP - Community Traffic Safety Program

Similar to Safe Communities, a CTSP is a program within a community that identifies and addresses local traffic safety problems with local countermeasures. Safe Communities are normally associated with hospitals or other medical facilities. CTSPs can be based anywhere in the community.

DARE - Drug Abuse Resistance Education

A program to educate school-aged children about the harmful effects of drug use.

DMV - Division of Motor Vehicles

The division of the Department of Transportation that handles motor vehicle registration and driver licenses.

DOT - Department of Transportation

The executive department of a federal, state or local government that oversees laws and policies relating to all modes of transportation. NHTSA and FHWA are agencies within the USDOT. The GHSP is an agency within the NCDOT.

DRE - Drug Recognition Enforcement or Drug Recognition Expert

A program designed to train law enforcement personnel to recognize, test, cite and arrest drug-impaired drivers.

DWI - Driving While Impaired

A person commits the offense of impaired driving if he drives any vehicle upon any highway, any street, or any public vehicular area within this State:

- (1) While under the influence of an impairing substance; or
- (2) After having consumed sufficient alcohol that he has an AC of 0.08 or more.

EMS - Emergency Medical Services

This can refer to the medical service itself or to the unit within state government that serves as the lead regulatory and developmental agency for emergency medical services in the state.

EMT - Emergency Medical Technician

A person specially trained in life saving medical techniques, specifically trauma-related. EMTs are usually assigned to ambulances in local fire or police services, and provide pre-hospital care for trauma victims.

ENCARE - Emergency Nurses Cancel Alcohol-Related Emergencies

National non-profit organization of emergency room nurses whose primary goal is to educate students and parents about the consequences of impaired driving.

FARS - Fatal Analysis Reporting System

A national database, maintained by NHTSA, that captures the details of all reported traffic fatalities and is able to analyze trends and causation.

FHWA - Federal Highway Administration

The agency within the US DOT with responsibility for the nation's highway system, including construction funding, engineering and design standards and safety.

FMCSA – Federal Motor Carrier Safety Administration

An agency of the USDOT whose primary responsibility is coordinating federal efforts to ensure the safe design and operation of commercial motor vehicles. FMCSA administers Motor Carrier Safety Assistance Program (MCSAP) funding.

FTA – Forensic Tests for Alcohol

A section of the North Carolina Department of Health and Human Services that is responsible for the purchasing, maintenance, and law enforcement training of breath testing equipment statewide. FTA also procured, maintains, and operates six BATmobile units, which are used for DWI enforcement and education.

FY - Fiscal Year

The Federal fiscal year runs from October 1st to September 30th. The State fiscal year runs from July 1st to June 30th. Highway Safety grants are funded on the federal fiscal year.

GHSA – Governor's Highway Safety Association

This non-profit organization represents all 50 states promoting traffic safety with the United States Congress and Senate seeking continued funding for states and promoting improvements in traffic safety. The organization also provides a forum for information exchange among states and other highway safety advocates.

GDL – Graduated Driver Licensing

A system designed to phase in young beginners to full driving privileges as they mature and develop their driving skills.

GR - Governor's Representative for Highway Safety

An appointee of the Governor who administers the State's Highway Safety Program. Currently in North Carolina, the GR is also the GHSP Director.

HSP - Highway Safety Plan

A plan documenting top priority highway safety problems and strategies to address them. The plan is submitted to NHTSA and FHWA for funding under the federal highway safety grants programs.

HSRC - Highway Safety Research Center

As a department of the University of North Carolina at Chapel Hill, HSRC performs highway safety research for North Carolina and the nation. HSRC is supported by state funding and federal and private grants.

IACP - International Association of Chiefs of Police

The largest association of law enforcement executives in the world.

IIHS - Insurance Institute for Highway Safety

A private sector organization dedicated to highway safety research and education and funded primarily by the nation's insurance companies.

IPRC – Injury Prevention Research Center

As a department of the University of North Carolina at Chapel Hill, the mission of the IPRC is to build the field of injury prevention and control through a combination of interdisciplinary scholarly approaches to research, intervention, and evaluation as well as through the training of the next generation of researchers and practitioners.

IPTM - Institute of Police Technology Management

An institute specializing in management and traffic courses for police officers. IPTM is located in Jacksonville, Florida.

ITRE - Institute for Transportation Research and Education

A department of North Carolina State University, ITRE was created in 1977 to provide transportation research and education programs in North Carolina and the Southeastern United States. Program areas include highways, geographic information systems (GIS), pupil transportation, public transportation and local government projects.

MADD - Mothers Against Drunk Driving

A grassroots activist group comprised primarily of people who have had family members killed or seriously injured by drunk drivers. MADD has been recognized for having the greatest influence in strengthening DWI laws and increasing DWI convictions nationwide for the past decade.

NAWHSL - National Association of Women Highway Safety Leaders

An organization whose members include both volunteers and professionals engaged in traffic safety programs and projects.

NCADD - National Commission Against Drunk Driving

A federally convened commission to address the issue of impaired driving.

NCAID - North Carolinians Against Intoxicated Drivers

A citizen's advocate group dedicated to strengthening DWI laws and increasing convictions in North Carolina. NCAID is affiliated with the national RID program.

NCDHHS - North Carolina Department of Health and Human Services

This state agency includes the Health Promotion Section, which focuses on injury prevention and highway safety. NCDHHS also houses the Forensic Tests for Alcohol Branch.

NDR - National Driver Register

A national database of driver records, maintained by NHTSA, designed to serve as a rapid pointer system to persons whose licenses have been suspended or revoked. NDR allows access from states to determine if a driver has had his or her license suspended in another state.

NETS - Network of Employers for Traffic Safety

The only national non-profit organization that focuses its efforts exclusively on introducing traffic safety to workplace safety management systems. The NETS mission is to reduce traffic crashes involving America's workers and their families by helping implement well-developed policies, dynamic workplace programs, and compelling community activities related to traffic safety.

NHTSA - National Highway Traffic Safety Administration

An agency of the USDOT whose primary responsibility is coordinating federal efforts to ensure the safe design and operation of motor vehicles. NHTSA administers Federal highway safety funding.

NSC - National Safety Council

A non-governmental public service organization that provides leadership in safety. It offers safety services to meet the needs of industry, insurance companies, associations, traffic and transportation, home, farm and community safety organizations, government departments, schools and individuals.

PBT - Preliminary Breath Tester

A portable, hand-held breath testing instrument that can be operated to obtain a preliminary indication of the AC of a suspected impaired driver. It is designed to be used prior to arrest and to help establish probable cause.

PI&E - Public Information and Education

Programs, materials or advertising campaigns aimed at increasing public awareness and understanding of a specific topic. For this purpose, the topic is highway safety.

PSA - Public Service Announcement

A television, newspaper or radio message that is broadcast free of charge by the network or station as a public service.

RID - Remove Intoxicated Drivers

A national grassroots organization dedicated to reducing drunken driving.

SADD - Students Against Destructive Decisions

A program by and for young people intended to provide students with the best prevention and intervention tools possible to deal with the issues of underage drinking, other drug use, impaired driving and other destructive decisions.

SHCNC - Safety and Health Council of North Carolina

An independent, non-profit, public service association chartered in 1960 under the laws of North Carolina to educate the public about crash prevention on the road, in the community and at home. SHCNC is a chapter of the National Safety Council.

TEAM - Techniques for Effective Alcohol Management

Founded in 1985, TEAM is a broad-based coalition of public and private sector organizations working to ensure guest safety and enjoyment at public assembly facilities, such as concerts and professional sporting events, by promoting responsible alcohol service and consumption, reducing alcohol-related incidents within the facility and the occurrence of alcohol-impaired driving after the event. The centerpiece of TEAM's effort is its highly regarded responsible alcohol management-training program for facility operations and concessionaire managers.

TOPS – Traffic Occupant Protection Strategies

A training program for law enforcement officers, which enables them to present safety belt programs to fellow officers and to the general public.

TSI - Transportation Safety Institute

An agency of the USDOT dedicated to transportation safety training and education.

Highway Safety Addresses and Phone Numbers

<u>Agency</u>	<u>Address</u>	<u>Phone Numbers</u>
Governor's Highway Safety Program	215 E. Lane Street Raleigh, NC 27601 www.ncdot.org/secretary/ghsp	(919) 733-3083 (800) 999-9676 (919) 733-0604 FAX
Federal Highway Administration	Suite 410 310 New Bern Avenue Raleigh, NC 27611-1442 www.fhwa.dot.gov	(919) 856-4354 (919) 856-4353 FAX
Federal Motor Carrier Safety Administration	310 New Bern Avenue Raleigh, NC 27611 www.fmcsa.dot.gov	(919) 856-4378
Highway Safety Research Center	Campus Box 3430 Suite 300 Bolin Creek Center 730 Airport Road Chapel Hill, NC 27599-3430 www.hsrb.unc.edu	(919) 962-2202
HSRC Tot Line		(800) 672-4527
Injury Prevention Resource Center	Campus Box 7505 Chase Hall Chapel Hill, NC 27599-7505 www.sph.unc.edu/iprc	(919) 966-2251 (919) 966-0466 FAX
Institute for Transportation Research and Education	NCSU-ITRE Campus Box 8601 Raleigh, NC 27695	(919) 515-8899
Mothers Against Drunk Driving	5104 Western Boulevard Suite B Raleigh, NC 27606	(919) 787-6599
NC Division of Motor Vehicles	1100 New Bern Avenue Raleigh, NC 27697-0001 www.dmv.dot.state.nc.us	(919) 861-3015
NC Department of Insurance	Office of State Fire Marshal PO Box 26387 Raleigh, NC 27611 www.ncdoi.com/OSFM	(919) 733-2142

<u>Agency</u>	<u>Address</u>	<u>Phone Numbers</u>
NC Department of Transportation	1500 Mail Service Center Raleigh, NC 27699-1500 www.ncdot.org	(919) 733-2520 (919) 733-9150
NCDOT Bicycle Program	1552 Mail Service Center Raleigh, NC 27699-1552 www.ncdot.org/transit/bicycle	(919) 733-2804 (919) 715-4422 FAX
NC State Highway Patrol	4702 Mail Service Center Raleigh, NC 27699-4702 www.ncshp.org	(919) 733-7952
Network of Employers for Traffic Safety	1900 L Street, NW. Suite 705 Washington, DC 20036 www.trafficsafety.org	(202) 452-6005 (202) 223-7012 FAX
National Highway Traffic Safety Administration	10 South Howard Street Suite 6700 Baltimore, MD 21201 www.nhtsa.dot.gov	(410) 962-0090 (410) 962-2270 FAX
NHTSA HOTLINE		(800)-424-9393
Operation Lifesaver	P. O. Box 6222 Raleigh, NC 27628-6222 www.ncol.org	(919) 831-3006 (919)831-3017 FAX
Safety and Health Council of North Carolina	Suite 100 900 Baxter Street Charlotte, NC 28204	(704) 334-7242 (800) 868-8777 (704) 334-7854 FAX
	Suite 201 Cumberland Building 3739 National Drive Raleigh, NC 27612 www.safetync.org	(919)789-4900 (919) 789-4912 FAX
Students Against Destructive Decisions	121 W. Jones Street Raleigh, NC 27603-1334	(919) 733-9296
UNC-CH SADD	www.unc.edu/student/orgs/sadd	
SADD National	www.sadd.org	